SEDONA/OAK CREEK UNIFIED SCHOOL DISTRICT #9
Career and Technology Education Steering Committee

2003

Summary of Results

CAREER AND TECHNOLOGY EDUCATION
NEEDS ASSESSMENT SURVEY

ATTACHMENT E

THE SURVEY SAMPLE

Sedona Red Rock High School

376   ninth through eleventh grade students surveyed

281   surveys returned

75%   response rate

West Sedona Middle School and Big Park Community Middle School

122   seventh and eighth grade students surveyed at WSS

<u>100</u>   seventh and eighth grade students surveyed at BP

222   total seventh and eighth grade students surveyed

81   surveys returned from WS

<u>86</u>   surveys returned from BP

167   total surveys returned

75%   response rate

High School Parents

399   surveys mailed with May newsletter

34   surveys returned by fax or in-person

9%   response rate

Middle School Parents

109   surveys distributed at 8th grade registration nights on 5/7 and 5/8

52   surveys returned

48% response rate

Sedona-Oak Creek School District
Career and Technical Education Needs Assessment Survey
High School Parent

For survey statements 1-5, please check the rating that best describes your concerns. Your comments are greatly appreciated.

	Yes	No
1. More career programs are needed to help all students prepare for their post-high school goals. Comments:		
2. More technology classes, such as computer software development, web design, Power Point, e-commerce, and digital media are needed for all career-bound students. Comments:		
3. Opportunities such as job shadows, mentorships, and internships can help students remain connected to the school and reduce the dropout rate. Comments:		
4. Career education sequencing courses should begin at the middle school level. Comments:		
5. Students should acquire basic computer skills, including keyboarding, at the middle school to prepare them for advanced technology classes at the high school level. Comments:		

Please select the **four** career areas from the following list that interest you the most and that you would like your student to enroll in if they were offered:

_____ **Hospitality Management**

Prepares students for employment in positions that provide customer-focused services in facilities such as hotels, resorts, and convention centers. Students will acquire skills associated with management, reservations, front desk operations, meeting and banquet room support services, food and beverage services, and environmental functions.

_____ **Culinary Arts**

Provides students with the technical knowledge and skills required for food production and service occupations in institutional and commercial food establishments. Students will acquire the skills required for planning, selecting, storing, purchasing, preparing, and serving quality food products. They will also learn nutritive values, safety/sanitation precautions, use of commercial equipment, serving techniques, special diets, and management of food establishments.

_____ **Construction Technology**

Prepares students for employment in the residential construction industry and develops skills in carpentry, dry wall installation, roofing, masonry, plumbing, and wiring.

_____ **Automotive Technology**

Provides a bumper-to-bumper study of the working automobile including internal combustion theory, chassis, brake systems, cooling systems, and electrical systems as well as the maintenance of a safe work environment.

_____ **Horticulture**

Delivers the technical knowledge and skills associated with nursery production, marketing and sales, landscape design, installation, and maintenance. The program prepares students for employment in production, sales, and supplier positions.

_____ **Cosmetology**

Equips students with the knowledge and skills necessary for employment as cosmetologists, barbers, nail technicians, hair stylists, make-up artists, aestheticians, and wig stylists. In addition, it prepares students for business/salon management.

_____ **Allied Health Services**

Provides students with the knowledge and skills connected with a therapeutically oriented Allied Health program. This program will serve as the stepping stone to prepare students for employment as technologists, technicians, and assistants.

_____ **Nursing Services**

Prepares students for employment as nursing assistants and home health aides, or acceptance into an articulated nursing program at the post-secondary level.

_____ Job Shadowing/Internship/Apprenticeship

Provides students with the opportunity to explore career options through structured work experiences outside the classroom. With a combination of course work and a part-time job, students develop work skills targeted to their chosen field.

_____ Law, Public Safety and Security

Introduces students to laws and how they are made. Coursework and classroom discussions will revolve around the court system, criminal law, the criminal justice process, and homeland security. Also included will be liability, negligence and consumer law.

_____ Computer Science Engineering

Prepares students for life after high school in a field of computer technology. Students will learn and apply a multi-step software development process, and prepare electronic files for digital imaging services. A wide variety of computer careers in the industry will be presented. Upon completion of the course, students will develop one or more computer programs.

_____ Fashion Design and Merchandising

Designed to prepare students for employment in various apparel design, production, apparel sales, customer service, and/or first-line supervisory positions in apparel wholesale and retail establishments. The program uses a delivery system made up of four integral parts: formal/technical instruction, experiential learning, supervised occupational experience, and the Career and Technical Student Organization, FCCLA or DECA.

_____ Advanced Business

Includes concepts such as economics, business systems, banking, accounting, marketing, the stock market, taxes, and career exploration. This course is for students who wish to pursue a career in business and students wishing to become a well-informed consumer.

_____ Radio/Television Technology

Provides a foundation in studio production, digital video editing, and multimedia techniques. Students will be able to broadcast finished projects to the community and classrooms via cable. Writing, camera operating, and announcing skills will be taught. This course will serve as a foundation for students interested in pursuing a career in broadcasting or communications.

_____ Computer Technology

Provides students with knowledge in computer applications such as Power Point, web page design, and digital media. Students will use computer applications as a vehicle to communicate information to an audience through a variety of presentations and projects.

Summary of 2003 CTE Survey Questions

Item	Yes	No
1. More career programs		
MS Students	88%	12%
HS Students	85%	15%
MS Parents	83%	17%
HS Parents	82%	9%
2. More technology classes		
MS Students	69%	30%
HS Students	58%	42%
MS Parents	87%	13%
HS Parents	82%	6%
3. Opportunities to reduce dropouts		
MS Students	76%	24%
HS Students	83%	17%
MS Parents	98%	2%
HS Parents	85%	6%
4. M.S. career education sequencing		
MS Students	65%	35%
HS Students	58%	42%
MS Parents	63%	29%
HS Parents	47%	35%
5. Acquire basic skills at M.S.		
MS Students	84%	16%
HS Students	83%	17%
MS Parents	100%	1%
HS Parents	82%	12%

Summary of 2003 CTE Survey Program Rankings

Hospitality Management

MS Students	17%
HS Students	19%
MS Parents	17%
HS Parents	21%

Culinary Arts

MS Students	26%
HS Students	49%
MS Parents	21%
HS Parents	32%

Construction Technology

MS Students	20%
HS Students	18%
MS Parents	21%
HS Parents	

Automotive Technology

MS Students	38%
HS Students	33%
MS Parents	33%
HS Parents	18%

Horticulture

MS Students	7%
HS Students	7%
MS Parents	13%
HS Parents	6%

Cosmetology

MS Students	25%
HS Students	30%
MS Parents	19%
HS Parents	15%

Allied Health Services

MS Students	7%
HS Students	11%
MS Parents	8%
HS Parents	12%

Nursing Services

MS Students	15%
HS Students	17%
MS Parents	10%
HS Parents	24%

Job Shadow/Internship/Apprenticeship

MS Students	34%
HS Students	41%
MS Parents	62%
HS Parents	47%

Law, Public Safety, and Security

MS Students	28%
HS Students	21%
MS Parents	19%
HS Parents	15%

Computer Science Engineering

MS Students	25%
HS Students	18%
MS Parents	35%
HS Parents	32%

Fashion Design and Merchandising

MS Students	32%
HS Students	25%
MS Parents	21%
HS Parents	12%

Advanced Business

MS Students	25%
HS Students	21%
MS Parents	29%
HS Parents	50%

Radio/Television Technology

MS Students	38%
HS Students	36%
MS Parents	35%
HS Parents	26%

Computer Technology

MS Students	34%
HS Students	29%
MS Parents	56%
HS Parents	47%

High School Student Priorities

1. Culinary Arts   (49%)

2. Job Shadow/Internship/Apprenticeship   (41%)

3. Radio/Television Technology   (36%)

4. Automotive Technology   (33%)

5. Cosmetology   (30%)

6. Computer Technology   (29%)

7. Fashion Design and Merchandising   (25%)

8. Law, Public Safety, and Security   (21%)

9. Advanced Business   (21%)

10. Hospitality Management   (19%)

11. Construction Technology   (18%)

12. Computer Science Engineering   (18%)

13. Nursing Services   (17%)

14. Allied Health Services   (11%)

15. Horticulture   (7%)

High School Student - Top Five Priorities
2003 Survey compared to 2002 Survey

2002 Priorities   **2003 Priorities**

1. On the Job Training   1. Culinary Arts

2. Advanced Business   2. Job Shadowing/Internship/
                                          Apprenticeship

3. Hospitality   3. Radio/Television Technology

4. Law Enforcement   4. Automotive Technology

5. Digital Media   5. Cosmetology

Middle School Student Priorities

1.	Radio/Television Technology	(38%)
2.	Automotive Technology	(38%)
3.	Computer Technology	(34%)
4.	Job Shadowing/Internship/ Apprenticehship	(34%)
5.	Fashion Design and Merchandising	(32%)
6.	Law, Public Safety, and Security	(28%)
7.	Culinary Arts	(26%)
8.	Advanced Business	(25%)
9.	Cosmetology	(25%)
10.	Computer Science Engineering	(25%)
11.	Construction Technology	(20%)
12.	Hospitality Management	(17%)
13.	Nursing Services	(15%)
14.	Allied Health Services	(7%)
15.	Horticulture	(7%)

Middle School Student - Top Five Priorities
2003 Survey compared to 2002 Survey

2002 Priorities	2003 Priorities
1. On the Job Training	1. Radio/Television Technology
2. Law Enforcement	2. Automotive Technology
3. Digital Media	3. Computer Technology
4. Advanced Business	4. Job Shadowing/Internship/ Apprenticehsip
5. Nursing/Hospital	5. Fashion Design and Merchandising

High School Students Top Five Priorities 2003
compared to Middle School Students Priorities 2003

High School Students	Middle School Students
1. Culinary Arts	1. Radio/Television Technology
2. Job Shadowing/Internship/ Apprenticeship	2. Automotive Technology
3. Radio/Television Technology	3. Computer Technology
4. Automotive Technology	4. Job Shadowing/Internship Apprenticeship
5. Cosmetology	5. Fashion Design and Merchandising

High School Parent Priorities

1.	Advanced Business	(50%)
2.	Job Shadowing/Internship/Apprenticeship	(47%)
	Computer Technology	(47%)
3.	Automotive Technology	(38%)
4.	Culinary Arts	(32%)
	Computer Science Engineering	(32%)
5.	Radio/TV Technology	(26%)
6.	Nursing	(24%)
7.	Hospitality Management	(21%)
8.	Construction Technology	(18%)
9.	Cosmetology	(15%)
	Law, Public Safety, and Security	(15%)
10.	Allied Health	(12%)
	Fashion Design and Merchandising	(12%)
11.	Horticulture	(11%)

Middle School Parent Priorities

1. Job Shadowing/Internship/Apprenticeship   (62%)

2. Computer Technology   (56%)

3. Computer Science Engineering   (35%)
   Radio/TV Technology   (35%)

4. Automotive Technology   (33%)

5. Advanced Business   (29%)

6. Culinary Arts   (21%)
   Construction Technology   (21%)
   Fashion Design and Merchandising   (21%)

7. Law, Public Safety and Security   (19%)
   Cosmetology   (19%)

8. Hospitality Management   (17%)

9. Horticulture   (13%)

10. Nursing   (10%)

11. Allied Health   (8%)